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Broadcasters Letter

United States Department of Agriculture • Office of Communications • Washington, DC 20250-1300

Letter No. 2713

May 12, 1995

U.S. AND CANADA AGREE ON SUPPORT FOR BARLEY -- Following the rules established by the U.S.-Canada Free Trade Agreement, the two countries released the producer support levels for barley. The support level helps determine whether Canadian import licensing restrictions on barley and its products will be eliminated. When the U.S. support level for barley is equal to or less than the level in Canada, then Canada will remove its requirement for import licenses for barley and barley products. The support level is determined by computing the percentage of the producer's income that comes from the government's barley support. For the U.S. in 1992/93 and 1993/94, that level was 56.40 percent while in Canada it was 21.81 percent. After August 1 of this year, Canada will no longer require import licenses for barley and barley products and will enter under a tariff-rate quota as agreed to under the General Agreement on Tariffs and Trade (GATT) and the World Trade Organization (WTO). **Contact: Jim Vertrees (202) 720-8148.**

EARLY OUT SIGN-UP IS UNDERWAY -- Producers enrolled in the Conservation Reserve (CRP) Program have a one-time chance to get out of their contracts, even if they aren't expiring this year. The Department of Agriculture will offer producers with acreage under contract in the CRP the opportunity to request release from the terms and conditions of that contract from May 15 to June 2. During that same time frame, producers can extend for one year contracts that expire in September. Sign-up for extensions or early-outs will take place at local Consolidated Farm Service Agency offices. **Contact: Bruce Merkle (202) 720-8206.**

OH, HOW SWEET IT IS FOR CHERRIES AND APPLES -- Apples and sweet cherries could be on their way to China. Agriculture Secretary Dan Glickman says exports of apples from Oregon and Idaho and sweet cherries from Washington state could soon be exported to China. The Chinese market for these products was opened when new protocols were signed on April 20. An earlier agreement allowing imports of Washington state apples was expanded to include apples from Oregon and Idaho. China also agreed to new procedures that would allow the U.S. to export fresh sweet cherries from Washington state. "These agreements represent a further opening of the Chinese market to U.S. fruits and are another important step in expanding agricultural trade opportunities for U.S. producers," said Glickman. "We intend to continue working with China to build on this latest progress and gain approval for other products and other fruit-producing areas of the United States." **Contact: Jerry Redding (202) 720-6959.**

USDA GOES INTERNET -- To access this document via Internet, point your gopher to esusda.gov and a menu selection will appear or send an e-mail message to almanac@esusda.gov. The single line message should read: `send(space)USDA-releases(space)help`. Retrieval instructions and a list of documents currently available will appear. Need more help? **Contact: Maria Bynum (202) 720-5192.**

MERGING MILK ORDERS -- The U.S. Department of Agriculture has made the decision to merge five federal milk orders in the southern U.S. The Georgia, Alabama-West Florida, Greater Louisiana, New Orleans-Mississippi and Central Arkansas marketing areas will combine into the "Southeast" marketing area. USDA also expanded the base-forming months of the base and excess plan from October through November to July through December. Only the highest four production months for each producer will determine the producer's base. Producers will be able to vote on the order when USDA sends them a ballot in the near future. **Contact: Becky Unkenholz (202) 720-8998.**

USDA IS ON THE MENU -- The 1995 U.S. Food Export Showcase opened in Chicago (May 7), with over 5,000 international food buyers from over 100 countries. Sponsored by the National Association of State Departments of Agriculture along with the U.S. Department of Agriculture's Foreign Agricultural Service, the showcase offers small to mid-size manufacturers of U.S. high value food products a chance to exhibit their wares before an international audience of buyers. Deputy Secretary of Agriculture Richard Rominger was on hand for the ribbon cutting. He said taking into account U.S. consumer food exports reached an all-time high in 1994, "The export market is where the action is and the key to a healthy U.S. food and agricultural industry now and in the future." **Contact: Donald Washington (202) 720-3101.**

USDA ISSUES THE FINAL WORD -- The final rule to amend the Export Enhancement Program (EEP) and the Dairy Export Incentive Program (DEIP) was issued by the U.S. Department of Agriculture. The regulations are amended to eliminate the requirement for exporters to have experience in order to participate in the two programs. Removing this requirement allows more companies to participate in the EEP and DEIP. The regulation will also establish when new program participants would be eligible for bonus payments. EEP and DEIP help U.S. agricultural producers, processors and exporters gain access to foreign markets and makes possible the sale of products that otherwise were not possible because of subsidized prices offered by competing countries. **Contact: Glenn Kaup (202) 720-3329.**

1995 CROP COTTON DIFFERENTIALS -- Borrowing a page from 1994, the U.S. Department of Agriculture announced the availability of differential schedules for the 1995 crops of upland and extra long staple (ELS) cotton. Based on last year's procedures, the differentials apply to the Commodity Credit Corporation price support loan rate of 51.92 cents per bushel for upland cotton, and 79.65 cents for ELS cotton. Tables of upland and ELS cotton differentials and a schedule of loan rates are available from the Price Support Division of USDA's CFSA, P.O. Box 2415, Washington, D.C. 20013. **Contact: Bruce Merkle (202) 720-8206.**

WANTED: A FEW GOOD EXHIBITORS -- The U.S. Department of Agriculture is looking for United States companies to exhibit their wares at the world's largest food and beverage show. ANUGA '95 will be held in Cologne, Germany from September 30 through October 5, 1995. USDA's Foreign Agricultural Service (FAS) is looking for exhibitors in the bi-annual show which attracts almost 200,000 exhibitors from 132 countries. At the last show held in 1993, U.S. exhibitors averaged new sales of \$350,000. Popular products include health foods, edible nuts and seeds, microwaveable foods, ethnic foods and ingredients, snack foods, exotic fresh fruits and beverages, such as wine and soft drinks. If you're interested, contact the USDA Trade Show office at (202) 690-1182. The participation fee is \$9,000. **Contact: Priscilla B. Glynn (202) 720-9441.**

FROM OUR RADIO SERVICE

AGRICULTURE USA #1980 -- The importance of Native American plants is explored in this edition of Agriculture USA as Brenda Curtis looks at the new Native American Heritage Garden on the National Mall in Washington, D.C. **(Weekly 5:00 documentary feature).**

CONSUMER TIME #1458 -- Help for kids at risk. Terminating the termites. Fighting the fat. Feeding babies bottled water. A national heritage garden. **(Weekly consumer features).**

AGRITAPE FEATURES #1970 -- Russian import tariffs. Conservation Reserve Program early out sign up. More chickens, lower prices. The word on herd management. The latest details on the changes in the Conservation Reserve Program. **(Weekly agriculture features).**

UPCOMING ON USDA'S RADIO NEWSLINE -- Monday, May 22, agricultural trade update. Tuesday, May 23, NAFTA report; livestock, dairy and poultry; weekly weather and crops; catfish processing. Monday, May 29, HOLIDAY. Tuesday, May 30, weekly weather and crops. Wednesday, May 31, agricultural exports; tobacco world markets and trade. Thursday, June 1, world horticultural trade; sugar markets and trade. **These are the USDA reports we know about in advance. Our newslines carries many stories every day which are not listed in this lineup.**

USDA RADIO NEWSLINES (202) 488-8358 or (202) 720-8359

COMREX ENCODED (202) 720-2545

Material changed at 5 p.m. ET each working day.

FROM OUR TELEVISION SERVICE

FEATURES -- Lynn Wyvill reports on biopulping.

ACTUALITIES -- Secretary of Agriculture Dan Glickman on the Farm Bill (if available), USDA chief meteorologist Norton Strommen on the latest weather and crop conditions.

SATELLITE COORDINATES FOR TV NEWSFEEDS:

Thursday, 3:45 p.m. to 4:00 p.m. ET, Telstar 302, C-band, Channel 6 (Transponder 3H), audio 6.2 and 6.8, downlink frequency 3820 MHz. Monday, 11:00-11:15 a.m. ET, Galaxy 4, Channel 12 (C-band), audio 6.2 and 6.8, downlink frequency 3940 MHz.

Comments and suggestions are welcome regarding USDA broadcast services. Call Larry A. Quinn at (202)720-6072 or 1618-S, USDA, Washington, D.C. 20250-1300.

OFF MIKE

41 YEARS OF BROADCASTING...on the same station comes to a close May 31 for **Lee Kline** (WHO, Des Moines, IA) who is retiring from his day-to-day responsibilities. Friends, associates and colleagues of Lee's honored him with a special celebration May 10. There were letters from the Governor, Mayor, Congressmen, Senators and many of his broadcast friends. Lee will be available "on call" and will host some travel tours for WHO. **Keith Kirkpatrick** and **Herb Plambeck**, both WHO retirees, were among special guests. Herb was on-the-air in recent days as a guest reflecting on his years as a World War II correspondent in Europe as the world observes the 50th Anniversary of the Victory in Europe signing ceremony.

STORMY WEATHER...continued this week on the High Plains with tornados early Sunday morning, but at least storms brought welcome rain, reports **Larry De Sha** (KGNC, Amarillo, TX). It was so dry, though, that dust was blowing later the same day. Larry reports extensive damage to winter wheat in the Texas and Oklahoma Panhandles and feels that some surveyors have underestimated the impact. Cotton has been one of the bright spots for High Plains farmers, but there is increased concern about falling cattle prices.

TOO MUCH RAIN...and April snows that dropped up to 30 inches in central South Dakota are making farmers anxious to plant. If spring wheat or oats are not already planted, farmers are switching to corn and soybeans, reports **Robert Uehling** (KXRB/KKLS/KIKN, Sioux Falls, SD). Planted crops are experiencing flooding in some areas. Rob does a daily 3-1/2 minute feature on his station at 12:50 p.m. called "In Touch with Agriculture." He has regular news and market reports on from 6:30 a.m. to 1:30 p.m.

NEWS VETERAN...who grew up listening to her station became the agribusiness news director January 1. She is **Kathi Millard** (WKTY, La Crosse, WI) who replaced retired **Earl Hunter**. Ten years experience in radio news and as WKBT-TV news anchor give Kathi unique skills for covering agriculture. Soon she'll be covering "dairy breakfasts" on host farms in each county on Saturday mornings from 6-10 where 2-3,000 from the community will be fed.

Larry A. Quinn

LARRY A. QUINN, Director

Video, Teleconference and Radio Center



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